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# Maine Developments, August 1963

Maine Department of Economic Development

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# MAINE DEVELOPMENTS

Department of Economic Development



Augusta, Maine

Vol. 2 No. 7

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## SHOW SIDELIGHTS

The official estimate of attendance at the three-day Maine Products Show in the Central Maine Youth Center, Lewiston, is 59,200. Show dates were August 15, 16, 17. At no time was the auditorium unduly crowded. It contains 17,000 square feet of floor space.

\* \* \* \*

Coverage of the Show by the Lewiston Sun-Journal, The Associated Press, United Press International and their member newspapers, and the radio and television stations of Maine was excellent. Their generosity in providing time and space for advance publicity was responsible for the large attendance, and it was much appreciated.

\* \* \* \*



Lost youngsters were frequent customers at the Registration Booth. The public address system usually brought their mommies on the run, and there wasn't a single one unclaimed at Show's end.

\* \* \* \*

The Show was closed to the public Thursday and Friday mornings, to permit exhibitors to talk business. The public was admitted, free, from noon to 10 o'clock on Thursday and Friday, from 9 a.m. to 7 p.m. Saturday.

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## The Maine Products Shows

Governor John H. Reed summed up the objectives of the yearly Maine Products Shows in an address prior to throwing the switch which formally opened this year's Show in Lewiston's Central Maine Youth Center:

"First, the two previous exhibitions have produced for Maine residents and out-of-state visitors a favorable image of Maine's capacity to produce up-to-date and high quality consumer and industrial goods. Of course, this image will also be furthered by this year's exposition.

"Secondly, the Shows have served as stimuli for Maine firms, providing opportunities for out-of-state buyers to discuss arrangements for Maine sources of supply, and permitting state and federal agencies to explain their services to Maine businessmen.

### VISITING WRITERS

"Thirdly, Maine Products Shows have presented an excellent forum from which to dispel out-of-state notions that Maine is not a modern industrial state. We have accomplished this through the institution of our visiting writer program.

"In effect, these Shows have focused a great deal of attention on every phase of Maine's economy, causing people to take notice of Maine as something other than an agricultural and recreational state.

"The Products Shows and their obvious successes thus far have indicated to me that the people of our state are paying more and more attention to the affairs of industry. There seems to be a new awareness and interest that has paralleled the increasing willingness by Maine business to surge

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## What Price Show?

It will be a long day and a cold, cold night before we can come up with a figure to represent the precise value of the Third Annual Maine Products Show as a spur to the State's economy. There are so many imponderables involved in the August 15, 16, 17 "Showcase for Maine Industry"

staged in Lewiston this year that an exact evaluation is next to impossible.

For instance: how much is it worth as a fillip to Maine morale when close to 60 thousand persons see with their own eyes an indication of the amazing variety of

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## SHOW SIDELIGHTS

(from Page One)

The Maine Purchasing Agents Association maintained a lounge for private business discussions with exhibitors, with coffee and doughnuts on the house. Approximately 300 purchasing agents and Government procurement officers, from most of the northeastern states, attended the Show.

The Show contained 105 booths on the main floor, with additional displays in the lobby and outside the building.

The number of exhibiting Maine firms and Government agencies totalled almost 200. The Departments of Agriculture and Sea and Shore Fisheries, between them, displayed foods processed by about 75 Maine packers and canners.

No one knows how many tons of literature were distributed by exhibitors. A check of the grounds proved that precious little of it was discarded. Lewiston-Auburn people are very neat. Also orderly. Not a single unpleasant incident occurred at the show, despite the large attendance.

Many young people brought babes in arms to the Show. Some carried infants in harnesses on their backs. Many carried small dogs. Larger dogs were on leashes. One was a Seeing Eye dog, with his master in tow. Children large and small were numerous. All were well behaved. And so were the dogs.

Much appreciated by the visitors and exhibitors were the daily fashion shows staged by the Bates Manufacturing Co. of Lewiston and a concert by Lewiston's Pine Tree Warriors, a drum and bugle corps.

About 1,000 exhibitors and their guests, with local dignitaries including Lewiston Mayor and Mrs. Donia J. Girard attended a chicken barbecue in a tent 255 feet long, before the opening ceremonies of the Show. Governor Reed addressed them; toastmaster was Charles G. H. Evans, Director, DED Publicity and Public Relations Division.

The DED mailed approximately 50,000 letters, brochures, programs, invitations to exhibit and to visit, and the like, to promote the Show.

In charge of the Show were Clarence McKay, DED Director of Exhibits and John McCatherin, Public Relations Representative of the DED Publicity Division. The number of overtime hours worked by each of these during the Show week, without compensation, exceeded the forty hours of their normal work week.

Railroads of two nations were Show exhibitors; the Bangor & Aroostook Railroad and the Maine Central Railroad, both of Maine, and the Canadian National Railways of Montreal, Canada. The Maine Truck Owners Association occupied a booth. And so did the Maine Highway Safety Committee.

The Maine Products Shows are a production of the Department of Economic Development. They have become an annual event, staged during the height of the vacation-travel season, to attract as many out-of-state visitors as possible.

The first Maine Products Show was held in Augusta in 1961; the second in Bangor the following year.

The services of the entire staff of the DED Industrial Division were at the disposal of exhibitors and visiting businessmen during the Show.

A steering committee of local executives under the chairmanship of H. L. Gosselin, assistant to the president of Bates Manufacturing Co. rendered valuable assistance in putting on the Show. Other members were William Tewhey, executive vice president, Lewiston-Auburn Chamber of Commerce; Rear Admiral Thomas F. Halloran, Androscoggin Area Development Corporation executive director; Samuel Michael, Lewiston's industrial director; D. Dwight Doherty, assistant to Auburn's city manager; Faunce Pendexter, Lewiston Evening Journal editorial writer; Daniel Harris, Poland Spring House sales department; and Robert Croteau, Youth Center general manager.

## SAFER HIGHWAYS

Maine, for the second straight year, survived the Fourth of July without a single highway fatality. And no highway deaths occurred July 20, the day when thousands thronged to Maine to view the total eclipse of the sun, the Maine Highway Safety Committee reported. Both occasions brought record or near-record travel to Maine highways.

The Committee, in cooperation with the Governor, State Police, Civil Defense and Public Safety Agency and DED mounted a strenuous campaign for highway safety during these periods. Maine newspaper, radio and television stations cooperated in promoting safety. And so did the drivers.

During the long week end over the Fourth some 3,000 more vehicles used the Maine Turnpike than in the equally-long holiday of 1961. The 'Pike recorded 108,035 vehicles July 18-21, an 11 per cent increase over the Thursday through Sunday period of the previous week.

The information was released by Mr. Milton Francisco Huntington, former DED public relations representative, recently appointed executive secretary of the Committee.

## Government Business

As a matter of fact the opportunity to discover new sources of supply for materials and services is rated only second to the sales potential, among exhibitors. Somewhere near 300 purchasing agents and defense installation procurement officers from the northeastern region attended the Show for this purpose.

Federal agencies which maintained booths for the purpose of acquainting Maine businessmen with opportunities to do business with the Government included the Army, Navy and Air Force, National Aeronautics and Space Administration, the Portsmouth Naval Shipyard and the Department of Defense.

These agencies were as eager to obtain new sources of supply as the manufacturers

## GUEST WRITERS

Twenty-three writers and editors of national trade magazines and metropolitan dailies flew in a chartered plane from Boston, were met at Portland Airport by DED and Lewiston-Auburn officials, to be guests of the State for three days preceding the official opening of the Show.

Their entertainment consisted of luncheons and receptions and tours of the Telstar satellite earth station at Andover and inspections of industries of their choice in central and southern Maine. One party was flown to the Allagash by Maine pulp and paper company representatives, to view the woods operations of some of those companies.

Organizations which took part in hosting the visiting writers included the Lewiston-Auburn Chamber of Commerce, Androscoggin Area Development Corp., The Lewiston Sun-Journal, development personnel of the two cities, the American Telephone and Telegraph Co. and the Poland Spring Hotel.

## SALES REVENUE INCREASES

An increase of almost 10 per cent over last year in Maine sales and use tax revenue was reported for July by the State Bureau of Taxation. Combined revenue rose 9.6 per cent, to \$2.69 million.

Taxes on in-state sales rose by 8 per cent to \$2.22 million; out-state sales taxes were up 4.8 per cent, to \$64,000. Use tax revenue was up by 20.3 per cent, to \$396,000, while penalties and interest increased by 21.5 per cent, to \$6,898. The revenue was derived from June transactions and was not affected by the increase in the sales tax.

## KEYES EUROPEANIZES

Keyes Fibre Co. of Waterville will open a molded pulp products plant in Viul, Norway this fall. Robert G. Fairburn, Keyes board chairman, said the company plans to open plants in other European locations.

The company has offices in London and has sold its products in Europe under royalty arrangements for a quarter of a century. Other Keyes plants are located in Hammond, Ind., Sacramento, Calif. and Hantsport, N. S., Canada.

Fairburn said the demand for pre-packaging products occasioned by Europe's improving economy is the reason for the new Keyes plant in Norway. He said that between 1959 and 1962 the number of super markets and other self-service stores in Western Europe tripled, to nearly 75,000 retail units. The rate of increase is accelerating. It was 50 per cent during 1961-62.

were to learn of new markets for their products.

Federal and State service agencies maintained booths where representatives described governmental services and assistance available to businessmen. The Maine agencies included the Departments of Agriculture, Economic Development, Sea and Shore Fisheries, Maine Industrial Building Authority, Development Credit Corporation, Civil Defense and Public Safety, Highway Safety Committee, Employment Security Commission, University of Maine Department of Industrial Cooperation.

Among the Federal agencies were General Services Administration, Small Business Administration and the U. S. Department of Commerce.

## WHAT PRICE SHOW?

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goods which are manufactured here — and have the opportunity to talk with representatives of the companies which make them? How much new business can we expect from the visitors from 26 states and four foreign countries who registered at the Show?

How many defense contracts and what additional services will Maine manufacturers harvest as a result of their contacts with representatives of the 15 Federal and State agencies which maintained booths at the Show?

### 23 WRITERS

And what will be the publicity value of the articles about Maine products which 23 writers and editors of national trade magazines will publish as a result of their attendance as guests of the State during the Show?

One factor which precludes any accurate estimate of the amount of cash business engendered for Maine concerns by the Show is the ban on over the counter sales. The only cash and carry sales permitted are at the hot dog counter.

### DELAYED SALES

Another factor is the period, sometimes several months, which often elapses before a Show contact results in an actual sale. One exhibitor told a DED-er that he made a \$3,200 sale in May as a result of a contact he made at last year's Bangor Show in August, 1962.

Another instance of the delayed sale occurred in the case of the Moosehead Manufacturing Company, Dover-Foxcroft. This company picked up three new dealers to handle its furniture line at the Show: two from New Jersey, one from North Carolina. The North Carolina dealer had talked business at the Augusta Show, two years ago, but it was not until this year that business actually was transacted.

Incidentally, Clarence Rollins of Hallowell, a dealer who manned the Moosehead Booth during a portion of the Show, reported he had picked up orders for furniture to be shipped totalling \$6,000, much of it going to consumers out of state.

Moosehead occupied two booths at the Lewiston Show, wants three next year.

### THE SWAP

A type of transaction particularly pleasing to DED is the "swap," wherein two Maine exhibitors meet for the first time at the Show and discover that they can use each other's products.

One instance of this happened when the proprietor of the Rose Label Company, Lewiston, met the proprietor of the O. P. Peterson Company of Portland, which occupied a booth across the aisle. Rose Label had been sending its chrome plating work to Pennsylvania; Peterson had been buying its labels in New York. Now they'll save both time and money by trading with each other.

The O. P. Peterson Company, which specializes in non-ferrous castings and industrial electroplating, is opening a new line — custom silverware plating. Frank Akers, company president, reported that he had given out 800 written estimates on this type of work, from his booth at the Show. He gained 12 new industrial accounts from contacts made at last year's Show and is still doing business with them, he said.

Since a written evaluation and comments are required of exhibitors after the Show's closing, no formal effort was made to tabulate business transactions during the Show.

However, the DED staff members did make casual calls upon the exhibitors to ask, "How's it going?". Here are some comments, picked up at random:

### KNOWN SALES

Thomas J. Anthoine, Jr., of Anthoine Rubber Company, Lewiston, said he gathered between \$5,000 and \$10,000 in new business over the three days. (It was this company which received an order in May as a result of contacts made at the Bangor Show last year.)

William A. Brice, general manager of Leland Gifford Products Corp., Biddeford, expects new business as a result of contacts made at the Show with the National Aeronautics and Space Administration and with Maine pulp and paper companies.

Mrs. Paul Fontaine, of Ward Cabin Company, Houlton, said her firm sold a \$12,000 cedar log home at the Show.

And Harry Woodard, assistant sales manager, Dane-T-Bits Biscuit Company, Inc., Auburn, said he's "optimistic" about contacts he made to sell the firm's products to commissaries in northeastern military installations.

John Roto, manager-owner of Twin City Printery, Lewiston, reported harvesting \$8-9,000-worth of printing orders at the Show.

David Hoffman, Defense Clothing Textile and Supply Center, Philadelphia, said

he had acquired "at least a dozen good leads" concerning Maine manufacturers who might supply his agency with gloves, tires and leather products.

Mrs. Kenneth Cox of Hearthside Rugs, Belfast, said, "When we get back to Belfast we're going to be knee deep in business as a result of exhibiting at this Show."

And of what value was the Show to the Lewiston-Auburn area, other than whatever business might have been picked up by exhibitors from this region?

William H. Tewhey, executive vice president of the Lewiston-Auburn Chamber of Commerce, estimated that \$400,000 in added retail sales and services was brought to the two cities by the Show. All accommodations were full, Tewhey said, and retail business was well above normal during the Show.

## PATENTS

A new Patent Office pamphlet "How To Obtain Information from U. S. Patents" lists basic information sources within the Patent Office and other Federal bureaus concerning patents, inventions, trademarks and related subjects. The pamphlet can be obtained from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., at a cost of 20 cents per copy.

## THE MAINE PRODUCTS SHOWS

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ahead and expand both services and markets."

### MACY EXPRESSES

Deputy Commissioner Philip J. Macy expressed the Shows objectives: "It is the intention of the DED that this Show will serve as a vehicle to encourage prospective firms to set up shop in this growing state of ours. It is also our intention, through this Showcase for Industry to demonstrate our desire to do everything we can to assist

existing Maine companies in finding new and larger markets, build greater consumer and wholesaler recognition of Maine-made goods, and to make it possible for more and more of our industries to become familiar with negotiating Federal contracts or sub-contracts on a profit-making basis.

"We recognize that the strength of existing industry in Maine is our strongest selling point in attracting new industrial activity."



Foreign visitors included (center) Professor Bhagwat P. Singh and Mrs. Yogamaya Singh, from India. At the Geiger Bros. Booth the Lewiston firm's art director John G. Shelley (right) and DED Acting Deputy Commissioner Philip J. Macy discuss the printing business with the guests.



# Product Values, Wages, Employment Up

The value of Maine manufactured products climbed to an all time high of \$1,607 million, while both the numbers employed and the average annual gross wages paid increased in 1962, the Maine Department of Labor and Industry reported in its publication, "Census of Maine Manufacturers 1962."

The products value advance represented a 7.1 per cent or \$106 million increase over 1961 and an increase of \$92 million or 6.1 per cent over 1960, the previous high.

The relative position of the five major industries which produce 81 per cent of the state's manufactured product value remained unchanged: Paper \$448.2 million, up 3.2 per cent from 1961; Food \$293.9 million, up 6.8 per cent; Leather \$253.0 million, up 5.5 per cent; Textile \$183.8, up 14.2 per cent; Lumber and Wood Products \$127.4 million, up 5.3.

Although the value produced by the five leaders was \$75.2 million more than the

\$1,231.1 million reported in 1962, their percentage of the entire state's value of products decreased by 1 per cent. This indicates that the smaller industries gained slightly.

The number employed in manufacturing increased by .9 per cent, to 108,396.

Increases over 1961 were registered in both total gross and average annual gross wages. Total gross wages reached \$475.4 million, an increase of \$30.9 million; average annual gross wages paid increased by \$247 to \$4,385.00.

## HIGHEST PAY

Highest wage-paying industry was Transportation Equipment, with an average annual gross wage of \$6,885. The Paper and the Petroleum and Coal Products industries paid annual gross wages of \$5,935 and \$5,131 respectively, and all remaining industries averaged under \$5,000.

Maine manufacturing firms invested

\$61.6 million in plant and equipment in 1962, and plan expenditures for these purposes of \$52.1 million this year and \$39.0 in 1964, according to the Census. The Paper industry continued to be the leader in capital expenditures, spending \$29.9 million in 1962, with planned expenditures of \$30.3 million for 1963 and \$25.9 for 1964.

The Transportation industry made capital expenditures of \$6.9 million in 1962, planned to spend \$6.4 million and \$6.1 million this year and next; the Food industry spent \$6.7 million, plans to expend \$5.7 million in 1963, \$1.5 million in 1964, on plant modernization and equipment.

The number of work stoppages in manufacturing increased from 2, with 3,860 idle mandays in 1961 to 5, with 4,260 idle mandays in 1962, although the number of workers covered by union contract in Maine manufacturing decreased from 36,262 in 1961 to 35,319 in 1962.

## PAPERMAKERS' FIRST

A three-year apprenticeship for the papermakers trade — said to be the first such program in the U. S. — has been instituted by the Great Northern Paper Co. The program was developed with the cooperation of the United Papermakers and Paperworkers Union and the Maine Apprenticeship Council.

According to the personnel manager for Great Northern, James R. Adams, this program is designed for production employees as against what is usually considered as apprenticeable trades — those of the mechanical crafts. The program will cover operations from the initial cutting of the wood through to the finished product.

Stephen S. Kaler, state supervisor of the Bureau of Apprenticeship and Training, U. S. Department of Labor, lauded the program. According to Kaler, other paper manufacturers will be encouraged to follow Great Northern's program. Great Northern — the largest U. S. producer of newsprint — will supply its sixteen paper machines with trained employees from the apprenticeship program.

## MAINE'S SAFER

The National Safety Council included a plug for touring Maine in its annual report on highway fatalities when it noted that the Maine Turnpike is the only one of 20 tollways in the United States to go through the year 1962 without a single death of this sort. The chances of getting killed on the Maine Turnpike were 0 to 4,800,000 in 1962, if the estimate of the number of times drivers used it is correct.

## TOURIST TAKE

It is believed that no one ever counted the exact number of birds which flock to Maine in the summer. And if anyone really knows exactly how many tourists do likewise, he's keeping it a deep, dark secret.

However, it is believed that the population of Maine nearly triples when close to two million vacation travelers visit the state during the tourist season. A recent study by the School of Business Administration, University of Maine, estimates the number of tourists at 1,700,000, for the year 1959. A Small Business Administration grant provided funds for the study.

## Sidewalk Showcase

Maine's vacation travel promotion in New York City came up to street level in August when Governor John H. Reed severed a ribbon to officially open the State's new information center in the Associated Press Building at 50 Rockefeller Plaza.

For 22 years Maine, the first state to open a travel information center in New York, had occupied a space in the Concourse, a nearby underground arcade, where 383,525 inquiries were handled by the center last year. The new location is expected to increase the number of inquiries substantially.

The Maine information center in New York and another in Montreal are operated jointly by the Department of Economic Development and the Maine Publicity Bureau, with the DED paying the rent and the

MPB paying the staff. Maine shares expenses in another center in Cleveland with other New England states.

In the nearby picture Bernard M. Johnstone, MPB Manager (left) appears to be concerned at something Bob Elliot, DED Recreation Promotion director (right) is telling him. The Governor, in the center, cutting the ribbon, is flanked on the left by Monett Robbins, Rangeley, MPB President and on the right by G. S. Eysell, President of Rockefeller Center.

The picture was taken by Charles G. H. Evans, director, DED Publicity Division, who toastmastered a luncheon for 60 New York sports and travel writers and editors and travel agency people, in connection with the opening.

